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Philip Morris History: Kraft Draft 2/09/89

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1765
Dr. James Baker, a physician in Dorchester, Massachusetts, sets up the first chocolate factory in the New World, run by a young Irish immigrant, John Hannon.

1777
Hannon offers a money-back satisfaction guarantee on Baker's chocolate products.

1779
John Hannon disappears on a cocoa-bean buying trip to the West Indies. Dr. Baker acquires full ownership of the chocolate factory.

1780
Dr. Baker begins making a blend of chocolate he calls Baker's. The mill continues as a family business for more than a hundred years.

1800
** Philadelphia Brand cream cheese is introduced by the Phenix Cheese Corporation of Chicago.

1804
Edmund Baker takes over the chocolate business from his father, James.

**Supplee-Wills-Jones Company of Philadelphia is formed.

1824
Edmund Baker is succeeded as head of the family chocolate concern by his son, Walter Baker, who gives the company his name.

1833
Abraham Lincoln stocks Walter Baker's breakfast cocoa in his Salem, Illinois, store -- the only packaged and advertised food product carried.

1837
Alfred Bird, a British chemist, develops fermenting (baking) powder and an eggless custard.

1847
Philip Morris, Esq., tobacconist and importer of fine seegars, opens a shop on Bond Street in London, England.

1854
Philip Morris makes his first cigarettes.

1855

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

Frederic Miller, a young German braumeister, opens a brewery in Milwaukee, Wisconsin.

1865
La Belle Chocolatiere, painted by Jean Etienne Liotard, is adopted as Walter Baker's chocolate trademark.

1866
**Breyer Ice Cream Company of Philadelphia is established.

1867
Jacob Leinenkugel establishes Leinenkugel Brewing Co. in Chippewa Falls, Wisconsin.

1870
22 New Bond Street, London, England, headquarters, begins to produce Philip Morris Cambridge and Philip Morris Oxford Blues (later called Oxford Ovals and Philip Morris Blues.

1873
Richard Benson and William Hedges open shop at 13 Bond Street, London, England.

Philip Morris dies. His widow, Margaret, and brother Leopold Morris carry on the cigarette trade.

1873
Joel Cheek leaves his family farm in Kentucky and obtains a job with a wholesale grocery company in Nashville, Tennessee.

Oscar F. Mayer emigrates from Bavaria to the U.S. at age 14 and obtains work as a helper in a Detroit, Michigan, butcher shop.

1877
Players Navy Cut cigarettes acquired by John Player.

1879
Melachrino cigarettes first marketed.

First Miller beer bottled (previously sold in kegs).

1880
**The Phenix Cheese Corporation is founded in Chicago and begins selling Philadelphia Brand Cream Cheese.

Emanuele Ronzoni emigrates to the U.S. and works in a macaroni factory in New York.

Leopold Morris buys out Margaret Morris' interest in the tobacco business.

1882
Joel Cheek gives up his partnership in a wholesale grocery firm and devotes full-time to developing an improved blend of coffee.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

**The Breakstone Bros., Inc. begins selling a full dairy line including cottage cheese, sour cream and cream cheese on New York's lower east side.

1883
Frederic Miller begins bottling his own beer.

Oscar Mayer and his brother, Gottfried, open a retail meat market in Chicago, Illinois. Max Mayer joins his brothers and builds a two-story meat-processing plant.

1885
Blues, Cambridge, Derby, Unis, and Marlborough ("the ladies' favorite") are marketed.

Joel Cheek introduces his new blend of coffee at the Maxwell House Hotel in Nashville, Tennessee.

Leopold Morris joins with Joseph Grunebaum to establish Philip Morris & Company and Grunebaum, Ltd.

1887
P.J. Towle, a grocer in St. Paul, Minnesota, blends a table syrup from sugar cane and the best Vermont and Canadian maple sugars. He puts the new product in small, sealed, log-cabin-shaped containers to keep the syrup pure and to honor his boyhood hero, Abraham Lincoln.

Morris and Grunebaum dissolve their partnership. Company becomes Philip Morris & Co., Ltd.

1888
Frederic Miller dies and his son, Ernst, becomes president of the brewery.

1889
William Wright, a baking powder salesman, experiments with the product he is selling and devises a better formula, which he calls Calumet a name popular in his native Chicago, Illinois.

1892
Charles William Post, an inventor interested in health foods, buys a small farm on the outskirts of Battle Creek, Michigan.

1893
Susan Stavers, owner of a boarding house in Boston, follows the advice of one of her boarders and puts tapioca through a coffee mill, which removes lumps from the tapioca, before making it into pudding. John Whitman, a local newspaperman, buys the right to use Stavers' process for grinding tapioca and sells it as Tapioca Superlative.

Milwaukee's Best is the first beer brewed by the A. Gettelman Brewery.

Philip Morris & Co., Ltd., is reorganized in 1894 as William Curtis Thompson and his family assume a majority interest.

1895

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

C.W. Post and his assistant, Clark Bristol, begin operation of the Postum Cereal Company with Postum Cereal (a hot grain-based beverage) for sale to the public.

Franklin Baker, a Philadelphia flour miller, is unable to sell a shipment of coconuts he receives as payment from a Cuban merchant, goes into the coconut-processing business for himself, and develops a conveniently shredded product uniform in quality.

Pearl B. Wait, a cough syrup maker in Le Roy, New York, adapts inventor Peter Cooper's 1845 patent for a gelatin dessert. His wife, May, coins the brand name Jell-O for the product.

1896
John Whitman changes the name of his tapioca product to Minute Tapioca and adopts the famous Minute Man as his trademark.

1897
Production of Jell-O gelatin dessert begins.

C.W. Post markets a cereal of wheat and malted barley he created for himself and calls it Grape-Nuts.

1898
William Entenmann emigrates from Germany to Brooklyn, New York. He joins his brother in the bakery business, but soon opens his own bakery in Flatbush and makes home deliveries.

1899
Wait sells his Jell-O gelatin business to Orator F. Woodward, founder of the Genessee Pure Food Company

Benson & Hedges opens a New York City branch at 288 Fifth Avenue

Miller Beer's eagle-atop-a-globe symbol begins a 40-year run.

1900
Benson & Hedges moves to 314 Fifth Avenue, New York City.

1901
Philip Morris & Co., Ltd., by royal warrant is appointed tobacconist for King Edward VII.

Louis Rich, a Russian immigrant, arrives in Rock Island, Illinois and works as a chicken and egg wholesaler.

1902
O.F. Woodward launches the first advertising campaign for Jell-O gelatin, which begins living up to its claim of being ''America's most famous dessert.''

Dr. Ludwig Roselius, head of a large European coffee business, discovers a method for removing 97% of the caffeine in coffee without harming its

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

flavor and aroma. Roselius introduces the product in France under the brand name Sanka.

Philip Morris & Co., Ltd., is incorporated in New York, at 110-122 Broad Street, by Gustav Eckmeyer, who had been the sole agent for Philip Morris in the U.S. since 1872, importing and selling the English-made cigarettes.

1903
**Canadian-born James Lewis Kraft (known as "J.L.") enters the cheese wholesaling business in Chicago. He starts his business with $65 which he uses to rent a horse and wagon to pull the small stock of cheese he bought to sell to Chicago grocers.

1904
C.W. Post introduces a corn flakes product he calls Elijah's Manna.

1905
The right to manufacture and vend all Philip Morris brands in Canada is granted by Thompson's firm to the New York company.

1906
Oscar Mayer is among the first to obtain the Federal Meat Inspection stamp of approval.

1907
President Teddy Roosevelt coins the phrase ''Good to the last drop'' when served Maxwell House coffee at The Hermitage, President Andrew Jackson's former home in Tennessee.

When the British government refuses to register the trademark for Elijah's Manna, the cereal's name is changed to Post Toasties.

Philip Morris & Co., Ltd., is reorganized and moves to 4020 West Broadway, New York City. Benson & Hedges moves to 435 Fifth Avenue.

1909
** J.L. Kraft brings his four brothers, Charles, Fred, Norman and John, into the cheese business and incorporates as J.L. Kraft and Bros. Co.

1910
Arbuckle Brothers, New York coffee merchants, develop a ''guest coffee'' for distribution among friends at Christmastime. They call it Yuban, short for ''Yuletime Banquet.''

1911
Instant Postum cereal beverage is introduced by the Postum Cereal Company.

Mayer's company is incorporated as Oscar F. Mayer & Brother.

1912
Robert Douglas becomes the first person to extract and prepare pectin commercially.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

**The Kraft brothers open a New York office to develop their company's export cheese business.

1913
Douglas is granted a patent on his pectin-extraction process.

Charles, Frank, and Edwin Freihofer open a family bakery in Troy, New York after realizing that the working women of the Hudson River textile factories did not have time to bake bread.

1914
**J.L. Kraft & Bros. Co. starts its first cheese factory in Stockton, Ill.

**Thomas H. McInnerney, a 47 year old pharmacist, enters the ice cream business with the purchase of the Hydrox Corporation of Chicago.

1915
Clarence Birdseye, a Gloucester, Massachusetts, scientist, conducts a biological survey in Labrador, Canada, and notes the effect of rapid freezing on fish and meat.

Emanuel Ronzoni starts his own pasta business in Long Island City, New York.

**Kraft introduces cheese packaged in 3.5 and 7.75 ounce tins

1916
**Kraft patents a method of blending and pasteurizing natural cheese producing "process cheese." This technical breakthrough enables the cheese to be packaged in tins so that it can keep for long periods without refrigeration.

1917
Philip Morris & Co., Ltd., moves to 72 Fifth Avenue.

1918
English Ovals become the first blend of domestic leaf presented by Philip Morris. The cigarettes are priced at 20 for 30 cents.

1919
The Philip Morris coronet logo is introduced.

A new firm, owned by American stockholders, acquires the U.S. Philip Morris Company and incorporates in Virginia under the name of Philip Morris & Co., Ltd., Inc.

Oscar Mayer makes its first major expansion by purchasing a small farmers' cooperative meat-packing plant in Madison, Wisconsin.

Joseph H. Cohen establishes the Atlantic Gelatin Co. in Woburn, Massachusetts, producing edible, technical, and pharmaceutical gelatin.

1920
The first Philip Morris & Co., Ltd., Inc., Annual Report is published.

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1921
Robert Douglas offers his pectin product, previously sold only to commercial jam and jelly makers, to the retail market for home use. A maid in his household suggests the name Certo to indicate the pectin's foolproof action.

1922
Edwin Perkins, an entrepreneur who ran a 125-product-line business, sells small bottles of flavored syrup called Fruit Smack. (The product sold well but was expensive to market because of transportation and glass-breakage costs.)

Philip Morris-International Corp. is organized; introduces Players cigarettes.

Post 40% Bran Flakes is introduced by Postum Cereal Company.

Ernst M. Miller dies and his brother Frederic A. Miller takes over as president of Miller Brewing.

1923
D-Zerta sugar-free gelatin is marketed by Genessee Pure Food Company.

Sanka coffee is introduced in the United States by Roselius.

Birdseye develops plans for a belt freezer to ''quick-freeze'' food.

*** Vegemite yeast spread is introduced by Fred Walker & Co. Pty. Ltd. of Melbourne, Australia.

**Thomas McInnerney merges the Hydrox Corporation and the Rieck-McJunkin Dairy Company of Pittsburgh to form the National Dairy Products Corporation. Thomas McInnerney becomes President and Edward E. Rieck assumes the post of Chairman.

1924
Unfiltered Marlboro is introduced.

**J.L. Kraft & Bros. Co. changes its name to Kraft Cheese Company, goes public and has first shares traded on the Chicago Stock Exchange.

**Kraft's Home Economics Department -- later to become the Kraft Kitchens -- is established.

**Kraft opens a sales office in London, England.

William Entenmann, Jr., takes over the family bakery and moves it to Bay Shore, New York.

Philip Morris & Co., Ltd., Inc., becomes the exclusive agent for Rameses and Stephano cigarettes.

Philip Morris & Co., Ltd., Inc., moves to 44 West 18th Street.

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Reuben M. Ellis becomes President of Philip Morris & Co., Ltd., Inc.

1925
**National Dairy Products Corporation acquires Sheffield Farms Company , a metropolitan New York dairy company, and Supplee-Wills-Jones Company of Philadelphia, one of the nation's oldest milk companies.

**Kraft-MacLaren Cheese Co., Ltd. of Canada opens manufacturing operations in Hayes, Middlesex, England.

Oscar Mayer & Co. begins tagging sausage as means of identification.

The Jell-O Company is acquired by the Postum Cereal Company Incorporated.

1926
**National Dairy Products Corporation acquires Breyer Ice Cream Company (est. 1866) of Philadelphia; Luick Ice Cream Company (est. 1906) of Milwaukee; and Harding Company (est. 1900) of Omaha, Neb.

**Kraft Cheese Company acquires an interest in the Fred Walker & Co. Pty. Ltd. of Melbourne, Australia.

**Kraft Cheese Company lists shares on the New York Stock Exchange.

Birdseye establishes General Seafoods Corporation to produce quick-frozen fish. Soon he also freezes fruit, vegetables, and meat.

**National Dairy Products Corporation acquires the Breyer Ice Cream Company of Philadelphia and the Luick Ice Cream Company of Milwaukee.

A series of Marlboro ads showing a feminine hand promotes the cigarette for women.

The Minute Tapioca Company, Inc., becomes a part of the Postum Cereal Company, Incorporated.

Philip Morris-International Corp. is dissolved.

1927
Edwin Perkins removes the water and bottle from Fruit Smack and sells the beverage powder in inexpensive envelopes. He calls the product Kool-Ade (later changed to Kool-Aid).

**Kraft Cheese Company Ltd. is established in England. The company takes over the business and properties in England formerly operated as a branch of the Kraft-MacLaren Cheese Co., Ltd. of Canada.

**Kraft Cheese Company Ltd. enters Germany by establishing a Hamburg sales office.

**Polish immigrant, Harry Lender, begins baking bagels in a garage in New Haven, Connecticut.

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Clarence Birdseye organizes the General Foods Company to act as a stockholding company for General Seafoods and to control all patents on his belt freezer process.

Postum Company Incorporated acquires the Log Cabin Company Products.

Postum Company Incorporated acquires Walter Baker & Company, Ltd.

Postum Company Incorporated acquires the Franklin Baker coconut business.

1928
**Kraft Cheese Company merges with the Phenix Cheese Corporation. Name changes to Kraft-Phenix Cheese Corporation.

** Velveeta pasteurized process cheese food is introduced in the United States and Canada.

Calumet is acquired by Postum Company Incorporated.

Philip Morris & Co., Ltd., Inc., begins to make regular dividend payments to its stockholders.

Benson & Hedges is sold to an American financial group.

The Cheek-Neal Company, makers of Maxwell House coffee, is bought by Postum Company Incorporated.

Postum Company Incorporated begins to distribute Sanka decaffeinated coffee in the United States.

**National Dairy acquires Breakstone Bros., Inc., The Telling-Belle-Vernon Company of Cleveland and the General Ice Cream Corporation. National Dairy reports net earnings of $13,190,000.

1929
**National Dairy Products Corporation acquires Sugar Creek Creamery Co. of Danville, Ill.

Philip Morris & Co., Ltd., Inc., begins manufacturing its own cigarettes in a purchased factory in Richmond, Virginia.

Philip Morris & Co., Ltd., Inc., and Continential Tobacco Co. are both located at 119 Fifth Avenue.

Reuben M. Ellis and Leonard B. McKitterick take control of Philip Morris & Co., Ltd., Inc.

Certo is bought by General Foods Corporation.

Postum Company Incorporated acquires Clarence Birdseye's process, patents, and trademark. Included are the assets of General Foods Corporation, which is adopted as the new corporate name.

1930

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

** Kraft French dressing, the company's first pourable dressing, is introduced.

**Kraft-Phenix begins exporting its branded cheese from the United States for sale in Belgium.

**On May 21, 1930, the National Dairy Products Corporation complete the purchase of Kraft-Phenix Cheese Corporation of Chicago, which sells about 40 percent of the cheese consumed in the United States. The acquisition boosts National Dairy's annual net sales to $374,558,000.

Ivory-tipped Marlboro is introduced with the slogan "mild as May."

''Battle of the Brands'' continues as Continental Tobacco Co.'s Paul Jones becomes the first of the 10-cent brands.

General Foods Corporation offers Birds Eye frozen foods to retail customers in Springfield, Massachusetts.

Atlantic Gelatin Co. is acquired by General Foods Corporation.

**S. L. Kopald and Herbert Humphreys Humko begin manufacturing shortening in a small leased plant in Memphis.

Alfred E. Lyon joins Philip Morris & Co., Ltd., Inc., from Europe and becomes the West Coast representative.

1931
**Kraft-Phenix Cheese Corporation distributes Ballard oven ready biscuits, made by Ballard & Ballard Company.Stephano Bros. ceases manufacturing Philip Morris brands.

Benson & Hedges' Parliament (plain and cork tip) and Virginia Rounds are introduced.

''Vita-Fresh'' vacuum packaging is developed by Thomas Rector of General Foods Research.

1932
General Foods Corporation buys Sanka coffee process and patents from the Sanka Coffee Corporation.

Jell-O pudding and pie fillings are first marketed.

Parliament becomes the first cigarette with a filter mouthpiece made from a blend of domestic (burley) and Turkish leaf.

Post Grape-Nuts Flakes is introduced by General Foods Corporation.

1933
** Miracle Whip salad dressing is introduced at Chicago's World's Fair.

** Kraft Swankyswigs, cheese spreads in reusable glasses, and Kraft Caramels enter market.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

**Kraft sponsors radio's "Kraft Music Hall."

Philip Morris English Blend in the brown pack is introduced.

Johnny calls for Philip Morris for the first time in the Hotel New Yorker lobby.

Johnny is introduced on radio (NBC) as the Philip Morris spokesman on April 17.

Leonard B. McKitterick becomes President of Philip Morris & Co., Ltd., Inc.

December 5th: Milwaukee, Wisconsin, celebrates the repeal of Prohibition.

1934
**Kraft-MacLaren Cheese Co., Ltd. of Canada founds Kraft Kase-Werke, G.m.b.H. in Germany, with the acquisition of Kohler-Werke of Lindenberg im Allgau.

A pectin in powdered form called Sure-Jell is introduced for home jam and jelly making by General Foods Corporation.

Paul Jones is made with a cork tip. Cigarette Time, an ivory-tipped mentholated cigarette, is introduced.

Philip Morris & Co., Ltd., Inc., buys the assets of Continental Tobacco Co.

Birds Eye operations of General Foods Corporation buys its first fruit and vegetable packing plant in Hillsboro, Oregon.

Birds Eye engineers design the first retail freezer cabinet especially for frozen foods.

1935
**National Dairy Products Corporation establishes the Sealtest System of Laboratory Protection for quality control of all fluid milk and other dairy products. It is the first time consumers have assurance of the quality of dairy products.

** Sealtest ice cream is introduced.

1936
Otway Hebron Chalkley becomes President of Philip Morris & Co., Ltd., Inc., and Alfred E. Lyon, Executive Vice President.

1937
** Kraft macaroni and cheese dinner enters national market.

1938
First offering of Philip Morris & Co., Ltd., Inc., preferred stock is put on the market.

1939

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

**National Dairy Products Corporation sponsors an exhibit in the Sealtest building at the World's Fair in New York City, demonstrating testing methods used in the Sealtest System of Laboratory Protection.

Post-Tens, individual-size cereals, are placed on the market by General Foods Corporation.

1940
** Parkay margarine is introduced.

**Kraft-Phenix Cheese Corporation becomes the Kraft Cheese Company.

Country Doctor smoking tobacco is launched by Philip Morris.

1941
Atalullah K. Ozai Durrani, a native of Afghanistan, walks into the office of General Foods Vice President Ray Schmitz. He produces a saucepan, an alcohol burner, and a packet of rice, and requests some water. He boils the water, adds the rice, covers the pan, and shortly, the rice is ready to eat. General Foods buys his process and introduces Minute Rice.

Birds Eye frozen foods are made available nationwide.

1942
**Kraft Cheese Company earns the U.S. Government's first Army-Navy "E" award for excellence in the food industry. At the government's request, the company produced preserved butter spreads and tinned cheese for the armed forces.

Post's Raisin Bran is introduced by General Foods Corporation.

1944
Philip Morris & Co., Ltd., Inc., buys the Axton-Fisher plant and facilities in Louisville, Kentucky, thereby acquiring Fleetwoods and Spud.

General Foods Corporation acquires the Yuban coffee business, a recognized premium coffee, from Arbuckle.

1945
Maxwell House instant coffee is introduced by General Foods Corporation.

**The Kraft Cheese Company's name is changed to the Kraft Foods Company reflecting diversified food product lines.

Otway Chalkley becomes Chairman of the Board of Philip Morris & Co., Ltd., Inc., and Alfred E. Lyon becomes President.

1946
Oscar Mayer & Co. purchases a plant in Davenport, Iowa.

Louis Rich, Inc. is founded by Louis Rich and his sons Norman and Martin.

The first electronically operated cigarette vending machine is put on the market.

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O. Parker McComas joins Philip Morris & Co., Ltd., Inc., as Vice President.

1947
Chef Robert Kreis begins a mail-order business selling his 4 Seasons salad dressing mixes, made famous at the Brown Derby restaurant in California.

**First Kraft "hands" commercials appear on television, featuring products and demonstrating recipes.

**Kraft Television Theatre, the first commercial network program, airs for the first time on WNBT-TV in New York City. It was broadcast to approximately 8,000 local television sets.

General Foods Corporation acquires Alfred Bird & Sons, Limited, with operations in England and Ireland.

Frederic A. Miller hands over reins of the Miller Brewing Company to his nephew, Frederic C. Miller.

1948
Oscar Mayer & Co. introduces the first self-service meat package -- shingled, sliced bacon.

''No cigarette hangover'' campaign and nose test campaign begin for Philip Morris brand.

Oscar Mayer & Co. acquires a meat processing plant in Philadelphia.

**Kraft Television Theatre is the first program offered on the new NBC television network, which consists of seven stations by year-end.

Philip Morris is presented with the Brand Name Award "...for unfailing integrity, reliable quality, and fair pricing."

1949
Post Sugar Crisp debuts from General Foods Corporation.

**Kraft Television Theatre becomes the first sponsored show broadcast on coaxial cable to the Midwest.

Philip Morris & Co., Ltd., Inc., sponsors its first television show -- ''Tex and Jinx Preview.''

Alfred E. Lyon becomes Chairman of the Board of Philip Morris, and O. Parker McComas, President.

1950
** Kraft Deluxe process cheese slices, the first commercially packaged sliced cheese, are introduced.

Philip Morris & Co., Ltd., Inc., moves to 100 Park Avenue; is awarded "Office of the Year" citation from Office Management and Equipment magazine.

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Jell-O instant puddings are introduced by General Foods Corporation.

Oscar Mayer & Co. introduces the ''Slice Pak'' -- sliced cold cuts vacuum-sealed in a transparent package.

1951
Quality Control Spice Co. is established as an Oscar Mayer & Co. operating division.

Oscar Mayer & Co. opens a processing plant in Los Angeles.

**National Dairy annual sales surpass one billion dollars.

Philip Morris & Co., Ltd., Inc., sponsors the ''I Love Lucy'' show.

**J.L. Kraft retires.

1952
Cheeze Wiz pasturized process cheese spread is test marketed.

Chef Kreis changes the name of his dry salad dressing mix from 4 Seasons to Good Seasons.

**Kraft acquires the Humko Company, a manufacturer of edible oils, shortenings and coffee whiteners.

A new Philip Morris & Co., Ltd., Inc., plant is opened in Louisville, Kentucky.

**Thomas H. McInnerney, founder of National Dairy Products, president, and chairman emeritus, dies at age 85.

1953
Perkins Products Company, maker of Kool-Aid soft-drink mixes, is bought by General Foods Corporation.

Philip Morris & Co., Ltd., Inc., sponsors ''So You Want to Lead a Band'' program.

Tobacco Industry Research Committee formed at the suggestion of O. Parker McComas.

**James L. Kraft dies at age 78.

1954
**The Kraft plant in Mount Royal, Quebec, Canada opens.

** Kraft margarine is introduced in England.

**Kraft Television Theatre presents the first color telecast of a dramatic series production and is the first to present 104 dramas in one year with different productions airing on two networks (ABC and NBC).

Philip Morris & Co., Ltd., Inc., acquires Benson & Hedges.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

Philip Morris & Co., Ltd., Inc., introduces ''snap-open pack.''

Philip Morris (Australia) Ltd., is set up as the first major affiliate outside the United States.

Marlboro test-marketed as a full-flavored man's cigarette.

4 Seasons, Inc., maker of salad dressing mixes, is acquired by General Foods Corporation.

General Foods Corporation headquarters moves from New York City to White Plains, New York.

General Foods Corporation sets up coffee businesses in Japan and Germany.

Frederic C. Miller and son of the Miller Brewing Company die in a plane crash. Norman R. Klug, Vice President and General Counsel, is named President.

1955
Marlboro goes national and is introduced in flip-top box with cork-tipped ''selectrate'' filter.

The weather-beaten Marlboro cowboy appears for the first time as a part of the cigarette's rugged new masculine image.

Philip Morris replaces its brown pack with a red and white package.

Entenmann's Inc., begins supermarket delivery of its baked goods.

** Kraft tomato ketchup is introduced in Germany.

** Kraft process cheese slices are introduced in England.

** Cracker Barrel cheddar cheese is introduced in Canada.

**Kraft Foods Company forms Kraft Foods de Mexico, S.A. de C.V. and opens a processing plant near Monterrey, Mexico. The company is the first U.S. firm to have process cheese and salad dressing production facilities in Mexico.

Overseas division set up at Philip Morris at 100 Park Avenue.

Philip Morris becomes the first American manufacturer to setup operations in Australia.

Philip Morris Incorporated becomes the company's corporate name.

Philip Morris Inc., profit-sharing plan introduced to domestic employees.

License agreement signed with La Suerte Cigar and Cigarette Factory, the Philippines.

1956

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

**Two of the leading natural and process cheese manufacturing companies in Copenhagen, Denmark -- Ostefabrikken Milco (est. 1952) and Peter Jensen A/S (est. 1897), -- are merged as part of Kraft Foods Company International A/S.

**National Dairy Products Corporation acquires Metro Glass Company, Inc. (est. 1916), of Jersey City, N.J., a packaging firm.

** Kraft jellies and preserves are introduced.

1957
** Kraft reduced calorie pourable dressings are introduced.

Post Alpha-Bits cereal introduced by General Foods Corporation.

King-size Philip Morris in a soft package is converted to long-size Philip Morris in a flip-top box.

Parliament introduced in blue, gold, and white flip-top box.

Parliament introduced as a popular-priced cigarette in the high filtration field. It is offered in a flip-top box or soft pack.

Marlboro introduced in soft pack.

Marlboro reengineered to improve filtration.

Revelation and Bond Street packaged in flexible pouches.

Filter Spud introduced in flip-top box.

** National Dairy Products Corporation assumes responsibility for the properties and assets of its subsidiary companies and continues their operation as the following divisions: Kraft Foods; Sealtest Foods; Breakstone Foods; Humko Products; Metro Glass; Sugar Creek Creamery.

**National Dairy Products Corporation Research and Development Group moves to Glenview, Ill., from Long Island, New York.

License agreement signed with Tabacalera Nacional SA, Panama.

License agreement signed with C.A. Tabacalera Nacional, Venezuela.

License agreement signed with Fabriques de Tabac Reunies, SA, Switzerland for manufacturing of Marlboro.

Marlboro in the flip-top box introduced in England and Australia.

Benson & Hedges (Canada) Ltd., acquired as Philip Morris affiliate.

Philip Morris Inc., acquires Milprint and Nicolet Paper Co., which represents the company's first diversification outside the tobacco business.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

** Kraft process cheese in slices and Cracker Barrel cheddar cheese are introduced in Australia.

**Kraft Foods Company begins production operations in Valencia, Venezuela.

Philip Morris Commander introduced on Mark VIII machine.

General Foods Corporation acquires the Open Pit trademark for barbecue sauce.

Philip Morris Regular changed to match the Commander pack.

A new slide and shell package design is successfully introduced for Benson & Hedges, the largest-selling premium-priced cigarette in America.

Philip Morris, Marlboro, Alpine, and Parliament manufactured in Venezuela by C.A. Tabacalera Nacional.

Marlboro soft pack introduced in Germany under new manufacturing agreement with Martin Brinkmann A.G.

Marlboro and Philip Morris marketed in the Philippines.

Philip Morris Inc., acquires American Safety Razor Products Corporation.

Philip Morris Inc., sponsors ''CBS Reports.''

General Foods Corporation acquires a majority interest in Establessements Pierre Lemonnier S.A., a coffee roaster in Paris; Kibon, a Brazilian ice cream manufacturer; and Industrial Fenix, a Mexico City candy maker.

Oscar Mayer & Co. brings out vacuum-sealed Twin Pak for wieners.
Philip Morris Overseas renamed Philip Morris International.

License agreement signed with Hong Kong Tobacco Company.

Philip Morris (brown pack) introduced in Hong Kong.

Pal Premium blade introduced; Gem Premium single-edge blade introduced.

Philip Morris Inc., signs license agreement with SEITA, a French tobacco monopoly, for manufacture and distribution of Parliament.

George Weissman appointed Chairman of the Board and Chief Executive Officer of Philip Morris Overseas.

1961
** Miracoli dinners are introduced in Germany.

** Philadelphia Brand cream cheese is introduced in Germany.

** Kraft jellies and preserves, Cracker Barrel natural cheese and Kraft peanut butter are introduced in Australia.
Miller purchases A. Gettelman Brewery in Milwaukee.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

Polymer Industries, Inc., acquired by Philip Morris Inc.

Philip Morris Inc., sponsors ''The Philip Morris Country Music Show''.

Marlboro becomes the first national sponsor of a National Football League telecast.

The ''Philip Morris Festival of Stars,'' a free country western concert, is held for the first time in Louisville, Kentucky.

The General Foods Corporation Technical Center opens in Tarrytown, New York.

Philip Morris Inc., receives the Packaging Institute's Corporate Award.

Philip Morris Inc., Employee Scholarship Plan instituted.

Joseph F. Cullman, 3rd, becomes President of Philip Morris Inc.

Johnny celebrates his 25th anniversary with Philip Morris Inc.

1958
**Kraft Music Hall moves to television, hosted by well-known performers such as Milton Berle, Perry Como, Andy Williams and John Davidson.

**Kraft Television Theatre presents the first color videotape telecast of a network program.

**Kraft Television Theatre broadcasts its last show. It was the longest running live dramatic anthology series on television.

1959
** Kraft jet-puffed marshmallows are introduced.

Alpine introduced by Philip Morris Inc.

**National Dairy Products Corporation is the first U.S. company to have its shares traded on Australian exchanges -- Adelaide, Melbourne and Sydney.

C.A. Tabacalera Nacional, licensee in Venezuela since 1956, becomes first Latin American affiliate.

General Foods Corporation (Canada) acquires Hostess Food Products Limited, makers of potato chips and other snacks.

The Tobacco Research Center in Richmond, Virginia, is dedicated to O. Parker McComas.

1960
** Kraft barbecue sauce is introduced in the United States and Canada.

** Kraft peanut butter is introduced in Canada.

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Source: https://www.industrydocuments.ucsf.edu/docs/jfbl0000

General Foods Corporation acquires Krema Hollywood Chewing Gum Company S.A. of Paris, leading candy and gum manufacturer; also Rosa Blanca S.A. of Mexico City, maker of soup base mixes.

1962
License agreement signed with Amer Tupakka Oy, Finland.

Benson & Hedges (Canada) Ltd., and Canadian Tobacofina Ltd., merge.

''Marlboro Country'' ad slogan is introduced in selected markets.

Pal stainless-steel injector razor introduces new line.

License agreement signed by Philip Morris with Monopoli di Stato, Italy.

La Altense, later renamed Tabacalera Centroamericana, S.A., Guatemala, becomes an affiliate.

Oscar Mayer & Co. introduces a major breakthrough in packaging -- a vacuum-sealed package for bacon, one of the most perishable meat products.

A continuous wiener process, producing 36,000 wieners an hour, debuts at Oscar Mayer & Co.

**Lenders' Bagel Bakery begins selling frozen bagels.

General Foods Corporation acquires Coffee A/B of Stockholm, Sweden, makers of Premiar coffee; also Cafes de Mexico of Mexico City, coffee processor.

1963
**Kraft Foods Division opens a manufacturing facility in Panama.

''Marlboro Country'' advertising campaign makes its national debut.

Philip Morris Inc. announces it will construct an Operations Center in Richmond, Virginia.

Burma-Vita Company acquired by Philip Morris Inc.

February
Paxton test-marketed in Fresno, California, and Tulsa, Oklahoma.

Saratoga test-marketed in Hartford, Connecticut, and Sacramento, California.

Personna stainless-steel double-edge razor blades introduced by American Safety Razor Company.

March
Pal stainless-steel razor is shown at Buenos Aires' Museum of Modern Art and Louvre Museum in Paris.

License agreement signed with Austria Tabakwerke AG for manufacture and distribution of Marlboro.

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